

SKYHIGH ENTERPRISE



FACULTY OF CIVIL ENGINEERING

DIPLOMA IN CIVIL ENGINEERING (EC110)

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

SKYHIGH ENTERPRISE

TITAN STRAPS

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Special thanks to our parents in supporting us to complete this business plan. This business plan has been prepared with the cooperation and support from many people. Besides, not to be forgotten to our lecturer which is Madam Noranita Abdamia for her kindness in helping us during the process of completion of this project work. They have given us a good service by providing useful information to us. Without them we would not be able to complete this business plan.

There are lot of that we to face such as finding the materials supplier our project. Besides that, we have to go through a lot of difficulties with the multipurpose strap factory we are dealing with besides going through a lot of procedures.

Through these problems we manage to become more organize and mature in dealing with problems that occur during our research. This business plan covers organization, marketing, operation, financial and training plan and any other information needed by a new entrepreneur as a guide to start this business.

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EXECUTIVE SUMMARY

Our company's name is SKYHIGH ENTERPRISE. Our business is focused in Pasir Gudang. We have registered our company on 1st April 2017. Our business start to move on 7th April 2017 and this date are same as our company date of commencement.

Our business is established based on the high rates of accidents during hiking activities, construction works and others among consumer nowadays, and the high price for the best quality of the tools affect the consumers to find the convenient yet reasonable and affordable. We come out with the idea to ease their ways at appropriate range of prices.

There are a few reasons why we choose this particular business. The first reason is we want everybody to feel safe of using our straps while doing their works at appropriate range of prices.

The second reason is we want to offer the customers convenient way without require any extra cost, feel safe during hiking, constructing, gardening and etc as we highlighted the safeness.

1. Introduction

1.1. Name of the Business

We name our business as SKYHIGH ENTERPRISE. This business is founded by five partners. They are Miss Fatin Nurazhanis Binti Mohd Salleh as the General Manager, Miss Fatin Nuranisah Binti Razaman as the Administration Manager, Miss Emija Binti Ismail as the Marketing Manager, Miss Nur Alisya Amani Binti Mohamad as the Operational Manager and Miss Nur Arisha Binti Md Zain as the Financial Manager.

1.2. Nature of Business

We want to start our business because majority of construction work in our country always using cable cord to help them carry construction materials. So, we come up with this idea to make everything easier because our product also can solve climber problem. This titan straps that we introduced are strong and tough than the cable that they used in construction work. This straps also can be used for gardening.

1.3. Industry Profile

To be precise, the business of multipurpose straps is still new in the market so, we take a risk to open up this business after all we believe that the strap would be useful and necessary for lifestyle and construction works. It is important to choose the most suitable and convenient tools because it will affect the entire works that we do.

1.4. Location of the business

Our store is located at No 15, Jalan Pulai Ria 18, Pulai Hijauan, 81300 Johor Bahru Johor. The chosen location location can be considered as strategic since it is near to the construction site and near to the city center. So it will attract many suppliers and company to our store.

1.5. Date of business commencement